



HARBOR CENTRE

BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

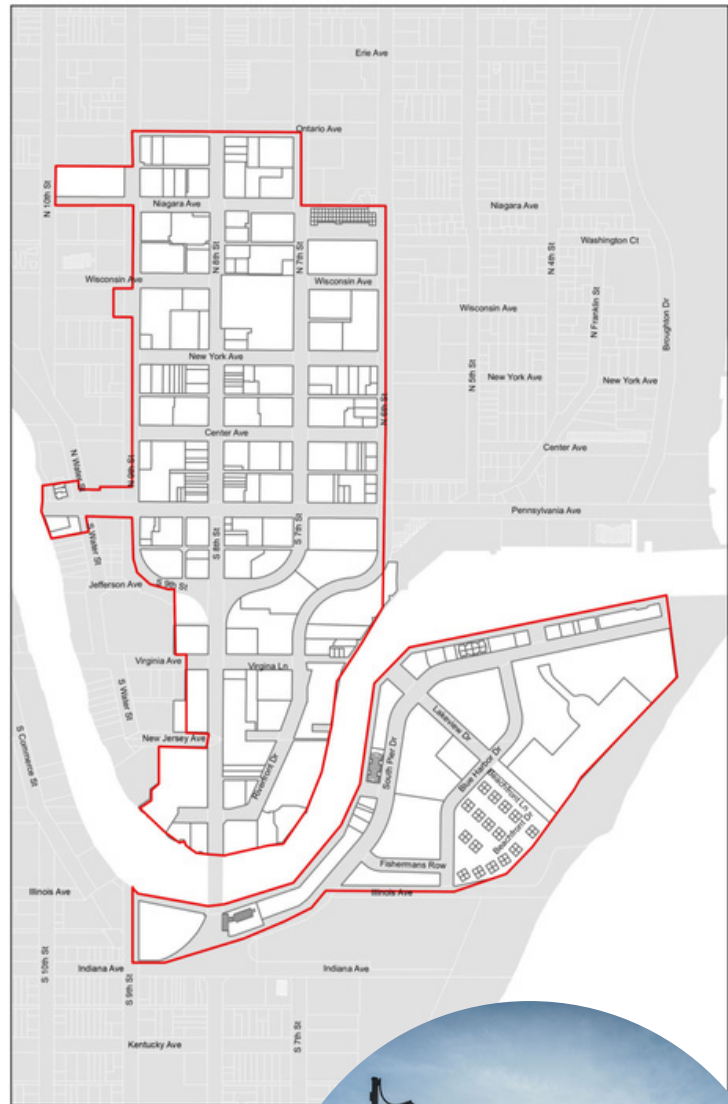
2022

HARBOR CENTRE BID OVERVIEW

The Sheboygan Harbor Centre Business Improvement District (BID) is a partnership between property owners, businesses, and the City of Sheboygan¹, in which special assessments are used and redistributed to support maintenance, enhancement, and promotion of the district.

All property owners and businesses within the district's defined boundaries, known as Downtown, Riverfront and South Pier, are considered members. The Mayor appoints a member-led board of directors to define annual goals that guide funding priorities. The BID funds beautification projects, as well as member-led activities and events, and professional development opportunities through a granting program open to all members.

The BID also provides platforms for members to connect, communicate, and collaborate to maximize resources and create efficiencies that contribute to a vibrant and thriving district.



Harbor Centre BID Vision:

The Harbor Centre Business Improvement District is a vibrant and sustainable district.



1. Defined by Wisconsin State Statute Chapter 66.1109

BUDGET BREAKDOWN

TOTAL INCOME \$155,625.78
TOTAL EXPENSES \$150,828.47

MAJOR INVESTMENTS

- FLOWERS
- WINTER LIGHTS
- GRANTS

Major Investments
\$55,575.50

OPERATIONS

- GREEN BICYCLE CO.
- COMMUNICATIONS

Operations
\$53,922.33

EVENT/MARKETING

- NIGHT MARKET
- 8TH STREATERY
- GRANTS

Event/Marketing
\$39,691.72

Miscellaneous
\$1,638.92



CONTRACTED SERVICES:

In April 2021 the Harbor Centre BID contracted the services of Green Bicycle Co. to perform administrative tasks, to help us build our new direction and structure, to develop effective communication with our members, and to help us create a vision for the future. Our organization is happy to continue our relationship with Green Bicycle Co. through 2023 to continue to build an organization that effectively serves our membership.



2022 GRANT PROGRAM

A variety of grants were awarded for member events, community events, and placemaking initiatives. Grant recipients ranged from BID businesses to non-profit organizations.

Name of Organization	Project	Grant Award
Inkling's Used Books	New Exterior Sign	\$935
Above & Beyond Children's Museum	Outdoor Playground	\$10,000
Mona Elisa Salon	Façade Improvement	\$1,493
Legend Larry's	8th Streatery	\$5,000
Sheboygan County Interfaith Org.	Night Market	\$10,000
WordHaven BookHouse	Grand Opening	\$1,700
SisterWell	4th Of July Celebration	\$840
WordHaven BookHouse & Elevate Yoga	80's Prom	\$1,770

Total: \$31,738



WORKSHOPS & ADVOCACY

The Harbor Centre BID works to understand, highlight, educate, and advocate for its membership on issues that matter most to small businesses and property owners.

Advocacy work within the Harbor Centre BID begins with information gathering and workshops. In these workshops the current status of a given topic, as well as updates and future plans are presented to members by the BID contracted staff and/or local officials and stakeholders. Feedback is then collected from members and next steps and partnerships are identified in order to move issues forward.

2022 FOCUS TOPICS & STATUS UPDATES

► **Outdoor Seating**

After hearing concerns of the cost and process to obtain outdoor seating permits, BID members met with City leadership to discuss updating policy. An updated ordinance is expected for 2024.

► **Mural Guide**

In order to improve transparency on how to get approval for and install public art, the BID undertook the development of a Mural Guide along with the City of Sheboygan. The Guide will be available in 2023.

► **Bike Parking**

Members identified an inconsistent bike parking request process with the City, so the BID brought the issue to the City of Sheboygan, and City staff is developing a plan to create a bike rack request process.

► **Winter Lighting**

Winter lighting is a large part of the BID's annual operating budget and members brought up concern over the effectiveness of the program. The Winter Lighting Program is being evaluated and revamped to make it impactful, inclusive of all sub-districts, and cost effective. Changes will happen over time.

► **Placemaking & Environmental Design**

The BID developed a partnership with the Sheboygan Police Department and discussed issues and strategies for crime prevention in the district. The newly developed relationship will help prioritize safety in the district.

► **Event Planning**

Events are essential to bring vibrancy, interest, and visitors to the district. The BID partnered with the Department of Public Works to gather feedback on event permit processes, and communicate current policies and procedures to members and stakeholders. The BID gathered feedback from membership and focused on events in the later part of 2022, undertaking the organization and promotion of signature events.

BID OPERATIONS

PROGRAMS

- Flowers
 - Flower planters to participating businesses
- Winter Lights
 - Festive lighting throughout the district in winter

42
Businesses
Participated
in Flower
Program

EVENTS

- Boo-tique Crawl
 - BINGO game encouraged visitors to shop specials at multiple shops
- Holiday Happenings
 - Small Business Saturday Swag Bag Promotion
 - Holiday Open House
 - Pilot Holiday Window Decorating Contest

COMMUNICATION & MARKETING

- Marketing Reactivated
 - Social Media: Instagram and Facebook in October 2022
- Communications Continued
 - Newsletter - sent monthly through email
 - Postcards sent to every address in the district

Facebook
reach
increased
258%
Oct -Dec 2022

ORGANIZATIONAL STRUCTURE

- Committee Facilitation
 - Board of Directors, Executive, Business Development, Communications
- Meetings
- Recruiting and Onboarding
- Partnership Development

MEMBER ENGAGEMENT

As the Harbor Centre BID worked to develop a new focus for 2023-2025, members were engaged through multiple platforms to gather their valuable feedback

OUTREACH

- Member Survey
- Board and Committee Discussions
 - Board of Directors
 - Executive Committee
 - Business Development Committee
 - Communication Committee
 - Major Investments Committee
- Riverfront Walkthrough

MEMBER SURVEY

How can the BID most effectively assist your business/property?



RESULTS

District Assets

Clustering and walkability, hometown feel, quality restaurants and shops

What can be improved?

Collaboration and cohesion, cleanliness, density/vacancy, public restrooms, general safety, parking

What is the biggest value the BID brings to members?

Cooperation between businesses, centralized marketing, idea sharing and peer support, vibrancy and visibility

If there is one thing the BID could focus on, what should it be?

Beautification, marketing, events, placemaking, education, and resources



THREE AREAS OF CONCERN

01 Marketing

02 Events

03 Placemaking

2023 STRATEGIES TO ADDRESS CONCERNS:

- Reactivating social media
- Creating Marketing Toolkit
- Capturing Photography
- Creating District map
- District branding
- Promoting signature events
- Focus on seasonality
- Driving business
- Including all sub-districts
- Supporting business mix
- Facilitating simpler grants
- Collaborative major investments
- Advocating
 - sidewalk permits, public art, restrooms, way-finding

BOARD OF DIRECTORS

The following is a listing of 2022 Harbor Centre BID Board of Directors

Paul Rudnick, President
Amy Horst, Vice-President
Marlo Testwuide, Treasurer
Eileen Simenz, Director
Katy Glodosky, Secretary
David Gass, Past President
David (Hondo) Haneman, Director
Jamie Haack, Director
Jane Davis-Wood, Director
Jordan Saunders, Director
Jackie Erdman, Director
Chad Pelishek, Director
Mayor Ryan Sorenson, Non-voting Member
Brian Doudna, Non-voting Member
Deidre Martinez, Non-voting Member



STAY IN TOUCH

www.HarborCentre.com

- ▶ **Sign up for our monthly newsletter**
- ▶ **Check out our Facebook page**
- ▶ **Join the Facebook Merchant Group**

Questions?

Contact Heather Cleveland
Development and Administration Consultant
Heather@HarborCentre.com
514 N 8th Street, Sheboygan, WI 53081
(920) 624-2736